

ORDER



Orders
Order / Rev: 710018
Alt Order #: 06298465
Product Desc: RENACCI FOR CONGRESS
Estimate: 3090
Flight Dates: 09/05/12 - 09/10/12
Original Date / Rev: 09/24/12 / 09/24/12
Order Type: Political

WKYC

Primary AE: Joe Knauer
Sales Office: T-WAS
Sales Region: NAT

Agency Name: American Media & Advocacy Grp/ POI
Buying Contact:
Billing Contact:
 815 Slaters Lane
 Alexandria, VA 22314

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Jim Renacci for Congress
Demographic: A35+
Product Codes: PL-US House Representative
Priority: P-2
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/10/12	29	\$37,125.00	\$31,556.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	29	\$37,125.00	\$31,556.25	0.00
Totals	29	\$37,125.00	\$31,556.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Joe Knauer			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WKYC	09/07/12	09/07/12	Late Night Late Night w/Jimmy Fallon	CM	1237a-136a	----F--	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
J FALLON-NBC<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	----F--			1			\$500.00		0.00			
2	WKYC	09/07/12	09/07/12	M-F 430a-5a 430a News	CM	430a-5a	----F--	:30	1	\$175.00	P-2	0.00	NM	1	\$175.00
CH 3 NEWS 430A<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	----F--			1			\$175.00		0.00			
3	WKYC	09/07/12	09/07/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	----F--	:30	1	\$700.00	P-2	0.00	NM	1	\$700.00
CH3 NEWS SUNRS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	----F--			1			\$700.00		0.00			
4	WKYC	09/07/12	09/07/12	M-F 7-730p Channel 3 News at 7P	CM	7-730p	----F--	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
CH 3 NWS AT 7<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	----F--			1			\$1,200.00		0.00			
5	WKYC	09/07/12	09/07/12	M-F 730-8p Entertainment Tonight	CM	730-8p	----F--	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
ENT TONIGHT 30<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	----F--			1			\$1,200.00		0.00			

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WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
6	WKYC	09/10/12	09/10/12	Late Night Late Night w/Jimmy Fallon	CM	1237a-136a	M-----	:30	1	\$475.00	P-2	0.00	NM	1	\$475.00
J FALLON-NBC<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	M-----	1		\$475.00		0.00						
7	WKYC	09/10/12	09/10/12	M-F 430a-5a 430a News	CM	430a-5a	M-----	:30	1	\$175.00	P-2	0.00	NM	1	\$175.00
CH 3 NEWS 430A<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	M-----	1		\$175.00		0.00						
8	WKYC	09/10/12	09/10/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	M-----	:30	1	\$650.00	P-2	0.00	NM	1	\$650.00
CH3 NEWS SUNRS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	M-----	1		\$650.00		0.00						
9	WKYC	09/10/12	09/10/12	M-F 5-6p Dr. Phil	CM	5p-6p	M-----	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	M-----	1		\$1,000.00		0.00						
10	WKYC	09/10/12	09/10/12	Mon Prime Other Monday Prime Other	CM	Various (8:00 PM-10:00 PM)	M-----	:30	1	\$6,500.00	P-2	0.00	NM	1	\$6,500.00
THE VOICE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	M-----	1		\$6,500.00		0.00						
11	WKYC	09/08/12	09/08/12	Saturday Night Live Saturday Night Live	CM	1130p-107a (11:30 PM-1:00 XM)	-----S-	:30	1	\$1,600.00	P-2	0.00	NM	1	\$1,600.00
SAT NITE LIVE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/03/12	09/09/12	-----S-	1		\$1,600.00		0.00						
12	WKYC	09/08/12	09/08/12	Sat 7-8p Sat 7-8p	CM	7-8p	-----S-	:30	1	\$650.00	P-2	0.00	NM	1	\$650.00
ET WEEKEND															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/03/12	09/09/12	-----S-	1		\$650.00		0.00						
13	WKYC	09/09/12	09/09/12	Post NFL News LN Sun Follows NFL	CM	Various	-----S	:30	1	\$2,400.00	P-2	0.00	NM	1	\$2,400.00
CH 3 NWS AT 11															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/03/12	09/09/12	-----S	1		\$2,400.00		0.00						
14	WKYC	09/09/12	09/09/12	SUN TDY NBC Today Show (Su)	CM	8a-9a	-----S	:30	1	\$1,400.00	P-2	0.00	NM	1	\$1,400.00
SUN TODAY-NBC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/03/12	09/09/12	-----S	1		\$1,400.00		0.00						
16	WKYC	09/06/12	09/06/12	Tonight Show Tonight Show	CM	1135p-1237a	---T---	:30	1	\$750.00	P-2	0.00	NM	1	\$750.00
TONITE SHW-NBC<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/03/12	09/09/12	---T---	1		\$750.00		0.00						
17	WKYC	09/06/12	09/06/12	Late Night Late Night w/Jimmy Fallon	CM	1237a-136a	---T---	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
J FALLON-NBC<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/03/12	09/09/12	---T---	1		\$500.00		0.00						
18	WKYC	09/06/12	09/06/12	M-F 430a-5a 430a News	CM	430a-5a	---T---	:30	1	\$175.00	P-2	0.00	NM	1	\$175.00
CH 3 NEWS 430A<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/03/12	09/09/12	---T---	1		\$175.00		0.00						
19	WKYC	09/06/12	09/06/12		CM	5a-6a	---T---	:30	1	\$700.00	P-2	0.00	NM	1	\$700.00

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WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 5-6a Channel 3 News @ 5AM											
				CH3 NEWS SUNRS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	---T---					1	\$700.00		0.00			
20	WKYC	09/06/12	09/06/12	M-F 5-6p Dr. Phil	CM	5p-6p	---T---	:30	1	\$750.00	P-2	0.00	NM	1	\$750.00
				DR. PHIL											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	---T---					1	\$750.00		0.00			
21	WKYC	09/06/12	09/06/12	M-F 7-730p Channel 3 News at 7P	CM	7-730p	---T---	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
				CH 3 NWS AT 7<											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	---T---					1	\$1,200.00		0.00			
22	WKYC	09/06/12	09/06/12	M-F 730-8p Entertainment Tonight	CM	730-8p	---T---	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
				ENT TONIGHT 30<											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	---T---					1	\$1,200.00		0.00			
23	WKYC	09/05/12	09/05/12	Tonight Show Tonight Show	CM	1135p-1237a	--W----	:30	1	\$750.00	P-2	0.00	NM	1	\$750.00
				TONITE SHW-NBC<											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	--W----					1	\$750.00		0.00			
24	WKYC	09/05/12	09/05/12	Late Night Late Night w/Jimmy Fallon	CM	1237a-136a	--W----	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
				J FALLON-NBC<											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	--W----					1	\$500.00		0.00			
25	WKYC	09/05/12	09/05/12	M-F 430a-5a 430a News	CM	430a-5a	--W----	:30	1	\$175.00	P-2	0.00	NM	1	\$175.00
				CH 3 NEWS 430A<											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	--W----					1	\$175.00		0.00			
26	WKYC	09/05/12	09/05/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	--W----	:30	1	\$700.00	P-2	0.00	NM	1	\$700.00
				CH3 NEWS SUNRS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	--W----					1	\$700.00		0.00			
27	WKYC	09/05/12	09/05/12	M-F 7-730p Channel 3 News at 7P	CM	7-730p	--W----	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
				CH 3 NWS AT 7<											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	--W----					1	\$1,200.00		0.00			
28	WKYC	09/05/12	09/05/12	M-F 730-8p Entertainment Tonight	CM	730-8p	--W----	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
				ENT TONIGHT 30<											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	--W----					1	\$1,200.00		0.00			
29	WKYC	09/05/12	09/05/12	NFL Regular Season Fo NFL Football	CM	NFL Football (8:30 PM-11:30 PM)	--W----	:30	1	\$7,500.00	P-2	0.00	NM	1	\$7,500.00
				NFL KCKOFF: DAL@NYG											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	--W----					1	\$7,500.00		0.00			
30	WKYC	09/05/12	09/07/12	M-F 7-730p Channel 3 News at 7P	CM	7-730p	--WTF--	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	--WTF--					1	\$1,200.00		0.00			
													Totals	29	\$37,125.00